

APRIL 7 1947

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Eldorado 5-3693

## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, APRIL 4, 1947

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Now Going On April 23	EXHIBITION OF WOVEN FABRICS An exhibition of woven stuffs designed by Alexander Crane and executed by Alice Turnbull. Open to public. Publicity: Emily S. Nathan and Helen Erskine, PL. 3-4690.	AMERICAN CRAFTSMEN'S EDUCATIONAL COUNCIL	AMERICA HOUSE 485 MADISON AVE.
Beginning Friday April 4 9:00 A.M.- 5:00 P.M.	EXHIBITION OF 1900 EASTER FASHIONS Easter costumes of the turn of the century--the "Gibson Girl" in faille gown and Renaissance lace coat, on display with other gowns of the period from the Traphagen museum collection. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
April 4	GOOD FRIDAY		
April 5	FIRST DAY OF JEWISH PASSOVER		
April 6	EASTER SUNDAY		

### EASTER SUNDAY IN NEW YORK

Easter Sunday April 6 12:00 P.M. Breakfast	SPECIAL EASTER SUNDAY BREAKFAST Annual Easter Sunday breakfast with music and dancing. There will be door prizes, and prizes for the woman wearing the most striking hat and the man wearing the most attractive necktie. Cost: \$2.00 plus tax. Publicity: M. G. Mayer, VO. 5-5000.	HOTEL MADISON 15 EAST 58TH ST.	MAIN DINING ROOM; BLUE ROOM
Easter Sunday April 6 12:00 Noon	BENEFIT EASTER "BRUNCH" Annual Easter "Brunch" for the benefit of the four actors' guilds -- Catholic, Protestant, Jewish and Negro -- and the N. Y. U. Rehabilitation Center. There will be a fashion show and raffle with contributions from Irene, Mme. Pauline, Prince Matchabelli, Lenesta, Delman, Eddie Senz, Dorothy Gray, Walter Florell, Bulova, Georg Jensen, Cartier, Sulka, Bergdorf Goodman and others. Commentator: Maggi McEllis. Auctioneer: Ed Sullivan. Part of the show will be broadcast by Tex McCrary, from 12:00 to 12:30 P.M. "Brunch": \$5.00. Ringside Tables (seating ten to twelve): \$1000.00. Publicity: Michael McGrath, PL. 5-3400.	MONTE CARLO	MADISON AVE. AT 54TH
Easter Sunday April 6 4:30 P.M.	ANNUAL EASTER CONCERT The Westminster Choir (of the Westminster Choir College), under the direction of John Finley Williamson, its founder, will present a program of Easter chorales, following a half-hour of music by Mischa Borr and his Ensemble, who will also accompany the choir. Publicity: Waldorf Publicity Office, EL. 5-3000.	WALDORF-ASTORIA HOTEL	PARK AVENUE FOYER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, APRIL 7, 1947</u>			
Monday April 7 1:00 P.M. Luncheon	READY-TO-WEAR FASHIONS FOR SUMMER Daytime, playtime and evening fashions for Summer will be presented by The Tailored Woman during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL IRIDIUM ROOM
Monday April 7- April 10	INTERNATIONAL BEAUTY SHOW A four-day series of beauty and fashion events -- makeup and hair-styling demonstrated by leading artists; corset and brassiere show by Ruth Merzon (of 666 Fifth Ave.), to show figure-adjustment and correction for the "under-developed" and for the "over-endowed", with beachwear incorporating patented built-in bras; a fashion revue with clothes by Joseph Halpert, Philip Mangone, Dorris Varnum, Maximilian, William Bass and others, with hats by Florence Reichman; a special manicure school by Revlon; lectures on plastic surgery by Dr. Howard Crum and Dr. Carroll Davis; international hair-styling competitions and over 250 other exhib- its. Admission: \$1.20-\$3.30. Press by invitation. Publicity: Ed Jaffe, CI. 5-7355.	INTERNAT'L BEAUTY SHOW (19 WEST 44TH ST.)	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.
Tuesday April 8 12:30 P.M. Luncheon	PUBLICITY CLUB LUNCHEON MEETING "How Does Publicity Serve the Public Interest"--a panel discussion with Maurice Mermey, Baldwin & Mermey; Glenn Griswold, Editor, "Public Relations News"; Earl Ferris, Public Relations Counsel; Weston Smith, Vice-President, "Financial World". Admission: \$2.00. Chairman of Program Committee: Thomas L. Cotton, MU. 2-5114. Publicity: Uriel Davis, CI. 7-6161.	PUBLICITY CLUB OF NEW YORK	ICELAND RESTAURANT 1680 BROADWAY
Tuesday April 8 1:00 P.M. Luncheon	"COTTON FANFARE" AT LUNCHEON SHOWING Zachary Bogert's 1947 collection of designer cottons, featuring town and beach wear, will be presented during luncheon. Press by invitation. Public by reservations. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Cotton Shop Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	THE COTTON SHOP	RITZ CARLTON HOTEL OVAL ROOM
Wednesday April 9 12:30 P.M. Luncheon	BENEFIT SHOWING AT LUNCHEON Showing of Elizabeth Arden's new creations, accessorized with jewelry by John Rubel--for the benefit of the American Women's Voluntary Services Exchange Shop. Tickets: \$5.00 Contact: Mrs. Williams, AWS, 14 East 52nd St., PL. 3-9143. Hotel Plaza Publicity: Dorothy King or Adele Brown, PL. 3-1740, Ext. 424.	AMERICAN WOMEN'S VOLUNTARY SERVICES	HOTEL PLAZA BALLROOM
Wednesday April 9 2:30 P.M.	TROUSSEAU FASHION PRESENTATION Glamorous trousseau fashions, as featured in the April "Brides" issue of <u>Mademoiselle</u> will be presented by Altman's. Open to public. Publicity: B. Altman and Company, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Postponed From April 9	THE SAKS FIFTH AVENUE PRESS SHOWING OF SHOE COLLECTION, ORIGINALLY SCHEDULED FOR TUESDAY, MARCH 18, AND THEN FOR WEDNESDAY, APRIL 9, HAS BEEN INDEFINITELY POSTPONED.		
Thursday April 10 4:00 P.M.- 6:00 P.M. Cocktails	PRESS "EYE-OPENER": FABRICS FOR FALL Press "Eye-Opener" of William Winkler's Fall 1947 collection of individually-designed fabrics. Showing promptly at 4:30 P.M. Attendance by invitation only. Publicity: Leonie A. McLaughlin, WI. 7-4613.	WILLIAM WINKLER FABRICS	RITZ-CARLTON HOTEL CRYSTAL GARDEN
Thursday April 10 4:00 P.M. 6:00 P.M.	PREVIEW OF ITALIAN HANDICRAFT Press Preview of the Opening of The House of Italian Handicrafts, 11:00 A.M. Attendance by invitation only.	HANDICRAFT DEVELOPMENT, INC.	217 EAST 49TH STREET
Saturday April 12 11:00 A.M.	TEEN-AGE FASHION PRESENTATION Showing of Spring and Summer coats, suits and dresses for the teen-age girl. Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	SECOND FLOOR TEEN SHOP
Saturday April 12 11:00 A.M.; 2:00 P.M.	"FASHIONS FOR THE AMERICAN GIRL" "Fashions for the American Girl" -- a showing of youthful clothes sponsored by The Hub in conjunction with the Baltimore Girl Scout Council of Brownies and Girl Scouts. Two performances will be given at The Alcazar, Cathedral and Madison Sts., Baltimore. Admission by ticket only. Publicity: Leatha Fries, The Hub, Baltimore, Calvert 4444, Ext. 269.	THE HUB BALTIMORE	THE ALCAZAR THEATRE BALTIMORE, MD.
Saturday April 12 2:30 P.M.-	CUSTOMER FASHION SHOW Customers will model the clothes fashioned by themselves at an informal fashion show. Open to public. Publicity: Jane Daily, PE. 6-5100.	GIMBEL BROTHERS	4TH FLOOR SEWING CENTER
Saturday April 12 8:00 P.M.- 8:30 P.M.	FASHION SHOW IN TELEVISION Monte-Sano suits and coats and Sally Victor hats will be shown during WCBW's "Fashion Showcase" -- a fortnightly television fashion show presented by Columbia Broadcasting System under the direction of Paul Belanger, assisted by Lou Hudiburg. Publicity: James Kane, MU. 6-6340.	WCBW	15 VANDERBILT AVENUE
Monday April 14 12:30 P.M. Luncheon	PLACE SETTINGS AT LUNCHEON SHOW Luncheon for home furnishings and food editors, at "Mission Row" (third floor) of the San Benito Winery. Place settings by Gimbel's will demonstrate the proper glassware and stemware for wine-serving. By invitation only. Publicity: Jane Daily, PE. 6-5100.	GIMBEL BROTHERS	SAN BENITO WINERY 601 WEST 26TH ST.
Monday April 14 1:00 P.M. Luncheon	SUMMER MILLINERY AT LUNCHEON SHOW Presentation of Annas' late Spring and early Summer millinery during luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ANNAS' MILLINERY (22 EAST 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 14- May 10	CANCER SOCIETY DRIVE FOR FUNDS A special appeal is being made to fashion people to cooperate--volunteer workers to man booths or tables in restaurants, hotels, night clubs, etc. are needed by the N. Y. City Cancer Committee of the American Cancer Society, in its annual drive for funds during Cancer Control Month (April, by Presidential Proclamation). Honorary Chairman: Mrs. Albert Lasker. Chairman: Mrs. Malcolm Muir. Contact: Florence Judson, co-Chairman of Booth Canvas, at WI. 7-8100 or CI. 6-4040.	NYC CANCER COMMITTEE WOMEN'S DIVISION	CAMPAIGN HEADQUARTERS 1775 BROADWAY
Tuesday April 15 12:15 P.M. Luncheon	MEMBERS' MONTHLY LUNCHEON MEETING William L. Batt, distinguished industrialist who is now back at his job as President of SKF Industries, Inc., after 8 years of wartime service at home and abroad, will discuss "Fashions In International Economics", highlighting the ways in which American industry and Americans can work constructively for world peace. Chairman, Program Committee: Eleanor Pollock. Price (including tax and tip): \$3.10 for members; \$3.50 for guests. Unlimited guest privilege. Reservations close Monday, April 14, at 5:00 P.M. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Tuesday April 15 1:00 P.M. Luncheon	NEW FASHIONS AT LUNCHEON SHOW Stein & Blaine will present a collection of Muriel King custom-made and Harriette Harra ready-to-wear originals at a luncheon fashion show. Press by invitation. Public by reservation. For reservations, contact headwaiter, PL. 3-4600, Ext. 20. Stein & Blaine Publicity: Eleanor Lambert, PL. 5-8580. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	STEIN & BLAINE	RITZ CARLTON HOTEL OVAL ROOM
Tuesday April 15 6:30 P.M.	SMALLER STORES DIVISION DINNER MEETING "1947 Guideposts for Profitable Operations" will be the theme of George Gable, President, William Gable Co., Altoona, Pa., speaker. His remarks will be reviewed by a panel of experts, including Lew Hahn, President and General Manager, NRDGA; Ralph U. Brett, Treasurer, Timothy Smith Co., Boston; Charles B. Dulcan, Sr., vice-President, Hecht Co., Washington; George Farkas, President, Alexander's, N.Y., Dr. Paul H. Nystrom, President of the Limited Price Variety Stores Assn. and Ernest H. Wyckoff, President, A. B. Wyckoff, Stroudsburg, Pa. Chairman of meeting: Dick Edwards. Tickets: \$6.00. Contact: Leonard Mongeon, Manager, Smaller Stores Division, CH. 4-8780.	NATIONAL RETAIL DRY GOODS ASSOCIATION	HOTEL PENNSYLVANIA
Tuesday April 15	PUBLICATION DATE: NEW "BRIDE'S BOOK" Edyth Thornton McLeod's new "Bride's Book", with advice to the bride on her trousseau, bridal etiquette, her costume and makeup, etc., and special sections for the bride's mother and relatives, and for students of marital history. Price: \$.50 for magazine-print copies; \$2.00 for bound copies. Contact: Edyth Thornton McLeod, WI. 2-7800.	EDYTH THORNTON McLEOD	ARCHWAY PRESS 41 WEST 47TH ST.
Wednesday April 16 1:00 P.M. Luncheon	"NEW NEWS ABOUT DRENE"--LUNCHEON Luncheon for the beauty press (by Proctor & Gamble--Drene). Attendance by invitation only. Publicity: Pauline Bowie, BU. 8-5000.	PROCTER & GAMBLE	HOTEL BILTMORE SUITE 119

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 16 1:00 P.M. Luncheon	SPRING FURS AT LUNCHEON SHOW Capes, jackets and stoles in silverblu mutation and natural wild mink will be featured in Dein-Bacher's Spring collection of furs shown during luncheon. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Dein-Bacher Publicity: Winsome Courtney, PL. 9-5913. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Wednesday April 16 2:30 P.M.	JIM TILLETT DESIGNS ON FULLER FABRICS Presentation of Jim Tillett's fantasy designs on Fuller Fabrics for town and beachwear. Fashions from the following creators: Claire McCardell, Hi-Dee, Peggy Thayer, Joseph Love, Aquatogs, Ray Modes, Cole of California, Ellen Hewitt of Delphi, B. Schwartz, Royal Robes, Cisco, Altman Originals. Open to public. Publicity: B. Altman, MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Thursday April 17 12:30 P.M. Luncheon	TENTH ANNUAL DESIGN AWARDS LUNCHEON Tenth annual Design Awards Luncheon by Lord & Taylor. The field of cultural arts will be highlighted by the presentation of awards to out- standing individuals in that field. Attendance strictly by invitation. Contact: Director of Public Relations, WI. 7-3300.	LORD & TAYLOR	WALDORF-ASTORIA GRAND BALLROOM
Thursday April 17 7:30 P.M.	BRIDAL CLINIC: NEW "BRIDE'S BOOK" Edyth Thornton McLeod will conduct a clinic introducing her new "Bride's Book" in front of Gimbel's "Honeymoon Cottage" on the 9th Floor. Different types of brides, and costumes suited to each, will be demon- strated. Open to public. Publicity: Jane Daily, PE. 6-5100.	GIMBEL BROTHERS	9TH FLOOR
Thursday April 17 8:30 P.M.	MILLINERY SHOWING AT CHURCH BAZAAR Second annual showing by G. Howard Hodge of his advance midseason and Fall collection of millinery at the yearly bazaar given by St. Bartholomew's Church. Prizes will be awarded by Mr. Hodge to the best model, and to the drawer of a lucky number. Judges include Maggi McNellis, Vyvyan Donner, Dorothy O'Neil, Prunella Woods, Mrs. Maud G. Moody, Gaston de Clairville, John Robert Powers, and others. Proceeds of the bazaar will go to American churches in Europe. Press invited. Publicity: G. Howard Hodge, PL. 3-7030.	G. HOWARD HODGE	ST. BARTHOLOMEW'S 109 EAST 50TH ST.
Saturday April 19 1:00 P.M. Luncheon	CHARITY LUNCHEON FASHION SHOW Showing of Sydell's suits and cocktail, dinner and evening gowns for Spring and early Summer; also, a bridal procession. Price: \$5.00. Contact: Mrs. Zuckerman, MU. 2-4100.	SYDELL (666 FIFTH AVENUE)	HOTEL ROOSEVELT MAIN BALLROOM
Monday April 21 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOWING Custom-made suits, dresses and evening clothes for Spring and Summer presented at luncheon. Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	KREINICK MODES (62 EAST 55TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday April 21-	NATIONAL SUMMER MILLINERY WEEK	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	THROUGHOUT THE COUNTRY
April 26	Department stores, retail and wholesale milliners from coast to coast will participate in publicizing National Summer Millinery Week. Highlight of the New York observance will be a series of three luncheon fashion shows at the Hotel Pierre introducing new midsummer millinery. (See below and P. 7). Publicity: Mary Kelley, MU. 2-2603.		
Tuesday April 22 12:30 P.M. Luncheon	BENEFIT LUNCHEON AND "FASHIONS FOR DANCING"	McCOSKER-HERSHFIELD CARDIAC HOME	HOTEL ASTOR GRAND BALLROOM
	Annual luncheon of the Women's Division of the McCosker-Hershfield Cardiac Home, with Fred Astaire dancing teachers in "Fashions for Dancing" by Jo Copeland, Kiviette and Pauline Trigere. Commentary by Jinx Falkenburg and Elissa Landi and Charles Columbus, who will also do the Castle Walk. Special guest of honor: Fannie Hurst. Admission: \$6.00. Contact: Luncheon Committee, McCosker-Hershfield Cardiac Home, 125 West 40th St., PE. 6-3855. Coordinator and publicist: Augusta Arnold, RE. 7-1245.		
Tuesday April 22 1:00 P.M. Luncheon	MILLINERY WEEK LUNCHEON SHOWING	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL PIERRE COTILLION ROOM
	A luncheon fashion show with summer millinery by Bernice Charles, Harryson Hats, G. Howard Hodge, Edgar J. Lorie, Milgrim, Germaine Montabert, Jeanne Tete and Vogue-Garfunkel Hats. Public by reservation. Reservations at \$7.50 may be obtained by 'phoning CH. 4-6547. Press by invitation. Publicity: Mary Kelley, MU. 2-2603. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644 or RE. 4-5900.		
Wednesday April 23 12:30 P.M. Luncheon	"LIGHT ON DARK" PRESS SHOWING	GOTHAM HOSIERY CO.	RITZ CARLTON HOTEL CRYSTAL GARDEN
	Presentation of the new darker shades in hosiery at a luncheon showing for the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.		
Wednesday April 23 1:00 P.M. Luncheon	NAT'L MILLINERY WEEK LUNCHEON SHOWING	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL PIERRE COTILLION ROOM
	New summer millinery by Hattie Carnegie, Walter Florell, Florence Reichman, Braagaard, Peg Fischer, Mme. Pauline, Mme. Reine, and Laddie Northridge, will be shown at luncheon. Public by reservation. Reservations at \$7.50 may be obtained by 'phoning CH. 4-6547. Publicity: Mary Kelley, MU. 2-2603. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644 or RE. 4-5900.		
Wednesday April 23 1:00 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
	Arnold Constable's fashions for Summer will be presented during luncheon. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Anne Albee, CA. 5-2300. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.		
Wednesday April 23 3:30 P.M.	PRESS SHOWING: CUSTOM- ORDER COLLECTION	ZOE DE SALLE	18 EAST 53RD STREET SALON
	Zoe de Salle will present a press preview of her exclusive custom-order collection of gowns and millinery. Attendance by invitation only. Contact: Zoe de Salle, PL. 3-0396.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday April 23- May 29	RETAIL NEWSPAPER ADVERTISING CONTEST Newspaper advertisements appearing between April 23 and May 29 are eligible for the retail newspaper advertising contest sponsored by the Men's Fashion Guild of New York for store advertising managers. Judges of the contest are: Charles F. Hughes, Business News Editor, New York Times; Frank LaClave, Managing Editor, Printers' Ink; and O. Preston Robinson, Professor of Retailing, New York University School of Retailing. Publicity: Milton Sutton, The Zlowe Company, VA. 6-4885.	MEN'S FASHION GUILD OF NY (507 FIFTH AVENUE)	THROUGHOUT THE COUNTRY
Thursday April 24 1:00 P.M. Luncheon	MILLINERY WEEK LUNCHEON SHOWING Lilly Dache, John-Frederics, Sally Victor, Anita Andra, Emme, Lenesta, Mary Goodfellow, and Mago Hayes will present new summer hats at a luncheon fashion show. Public by reservation. Reservations at \$7.50 may be obtained by phoning CH. 4-6547. Press by invitation. Publicity: Mary Kelley, MU. 2-2603. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644 or RE. 4-5900.	MILLINERY STAB. COMM.; MILLINERY FASHION BUR.	HOTEL PIERRE COTILLION ROOM
April 27	BEGINNING OF DAYLIGHT SAVING TIME.		
Week of April 28	SHOE GUILD WEEK: EARLY FALL OPENINGS Highlighting early Fall shoe styles in street, dress, formal, and indoor types. Back-to-school shoes will be bought at this time as will shoes for coordination with ready-to-wear and accessories, for July, August and September delivery. Member firms of the Guild are Cangemi, Inc.; Thomas Cort Ltd.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; John Marino; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Reual, Inc.; Schwartz and Benjamin, Inc. (Custom-craft Originals); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; M. Wolf Sons, Inc. (Lupine); Morris Wolock & Co.; Zuckerman and Fox, Inc. Contact: Kate Goldstein Kamen, Executive Secretary, 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
Wednesday April 30 1:00 P.M. Luncheon	LUNCHEON FASHION PRESENTATION Fashions by Russeks to be presented at a luncheon show. Press by invitation. Public by reservation. Contact: "Frank", headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
May 5	BRITISH INDUSTRIES FAIR IN LONDON AND BIRMINGHAM (May 5-May 16)		
May 5	NATIONAL POSTURE WEEK (Contact: S. H. Camp & Co., Jackson, Michigan)		
Monday May 5- May 10	INTERNATIONAL TRAVEL EXPOSITION An international exposition covering travel, transportation and allied fields, with a Fashion Corner at which sportswear by leading designers, fabric houses and department stores will be displayed. Admission: \$1.00. Fashion Publicity: Lyn Davis, EL. 5-3296.	TRAVEL EXPOSITIONS INC. (270 PARK AVENUE)	GRAND CENTRAL PALACE LEXINGTON & 46TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday May 8 9:30 A.M. Breakfast	PRESS PREVIEW: BACK- TO-SCHOOL BLOUSES Press preview of Sally Mason's back-to-school blouses and separates. Press by invitation. Publicity: Mildred Kaldor, BR. 9-9399.	SALLY MASON (498 SEVENTH AVE.)	HAMPSHIRE HOUSE COTTAGE
Sunday May 11	MOTHER'S DAY (Chmn. of National Committee--George J. Hecht, Publisher, Parent's Magazine, MU. 5-4400).		
Tuesday May 13 10:00 A.M.	FIRST ANNUAL FASHION SHOW, CLINIC The Infants' and Children's Wear Buyers' Association will hold its first annual fashion show and clinic, with a forum in the morning from 10:00 A.M. to 12:00 P.M. at which outstanding speakers (to be announced) will discuss the children's market from economic and fashion angles. A fashion show of new merchandise will be presented during luncheon. Tickets for forum and luncheon: \$10.00. Press by invitation. Director and Publicity: Mildred Kaldor, BR. 9-9399.	INFANTS' AND CHILDREN'S WEAR BUYERS' ASS'N	HOTEL PLAZA
Monday May 19 4:00 P.M.	PRESS PREVIEW OF FALL ORIGINALS Anna Miller's new Fall originals will be presented to the press. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ANNA MILLER	498 SEVENTH AVENUE SHOWROOM
Beginning Monday May 19	OPENING OF FALL SPORTSWEAR LINES The Fall Openings of the members of the Sportswear Guild will begin on the earliest date since the Guild's inception. Members include: ADLER AND ADLER, INC. DAVIDOW DAVID M. GOODSTEIN, INC. KANE-WEILL, INC. STAR-MAID DRESSES, INC. Contact individual manufacturers.	THE SPORTSWEAR GUILD	MANUFACTURERS' SHOWROOMS MUTUAL-ROSENBLUM CO. CHARLES W. NUDELMAN, INC. ZOLTAN ROSENBERG SPORT-CRAFT
Beginning Monday May 19	OPENING OF FALL LINES The FOGA Fall Openings will be held earlier than usual this year. In accordance with the practice followed in recent seasons, the Guild houses will show only a single collection for the season. Guild members who will present their lines include: HANSEN BANG, INC. BEN BARRACK, INC. WILLIAM BASS DRESS CO. CAPRI FROCKS, INC. CARLYE DRESS CORP. DEITSCH, WERSBA, COPPOLA FOX-BROWNIE, INC. ED. GERRICK, INC. A. GOODMAN & CO. FRED GREENBERG DRESS Contact: Leonard W. Gendler, Executive Secretary, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS PARNIS-LIVINGSTON, INC. BEN REIG, INC. C. H. D. ROBBINS CO. PAUL SACHS ORIGINALS MARTIN SIMON, INC. HERBERT SONDEHEIM, INC. FRANK STARR, INC. SUZANNE-AUGUSTINE, INC. HANNAH TROY, INC.
Wednesday May 21 4:00 P.M. Cocktails	FALL SHOWING FOR PRESS AND TRADE Eta will present her new Fall fashions to the press and trade. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ETA	HOTEL PLAZA TERRACE ROOM

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

Friday April 4 PREMIERE: "STALLION ROAD" (Movie) STRAND THEATRE, B'WAY AT 47TH STREET Warner Brothers' romantic Western drama about horse breeders, with Alexis Smith, Ronald Reagan and Zachary Scott. Director: James V. Kern. Producer: Alex Gottlieb. Costumes: Milo Anderson and Leah Rhodes. Publicity: Eve Siegel, CI. 6-1000.

Saturday April 5 PREMIERE: "THE TWO MRS. CARROLLS" (Movie) HOLLYWOOD THEATRE, B'WAY & 51ST Warner Brothers' production of the Martin Vale play about a woman and her charming, sinister husband, with Barbara Stanwyck, Alexis Smith, Humphrey Bogart, Nigel Bruce and Isobel Elsom. Director: Peter Godfrey. Producer: Mark Hellinger. Costumes: Milo Anderson. Miss Stanwyck's costumes by Edith Head. Publicity: Eve Siegel, CI. 6-1000.

Saturday April 5 OPENING: "ALICE IN WONDERLAND" INTERNATIONAL THEATRE, COLUMBUS CIRCLE American Repertory Theatre presentation (in conjunction with Rita Hassan) of the Eva Le Gallienne production of Lewis Carroll's fantasy, with Bambi Linn as Alice, and Eva Le Gallienne, Margaret Webster, Richard Waring, and Philip Bourneuf. Director: Eva Le Gallienne. Costumes: Noel Taylor. Publicity: Wolfe Kaufman, BR. 9-4825.

Saturday April 5 PREMIERE: "TIME OUT OF MIND" (Movie) PARK AVENUE THEATRE, PARK AVE. & 57TH Universal-International's new drama based on the best-selling novel by Rachel Field, and starring Phyllis Calvert, Robert Hutton, Ella Raines and Eddie Albert. Produced and directed by Robert Siodmak. Costumes: Travis Banton. This is a pre-release, reserved-seat, advanced-admission-price run. Publicity: Al Horwits, CI. 7-7100.

Sunday April 6 CONCERT BY MARIAN ANDERSON METROPOLITAN OPERA, B'WAY & 39TH ST. 3:00 P.M. S. Hurok presents Marian Anderson in an Easter Sunday concert. Prices: \$1.20-\$3.60 (tax included). Contact: PL. 3-0820.

Sunday April 6- April 27 N. Y. CITY CENTER OPERA COMPANY N. Y. CITY CENTER, 131 WEST 55TH ST. The Spring Season of the New York City Opera Company, under the direction of Laszlo Halasz, will begin on April 6. Sunday Eve. April 6: Ariadne. Wednesday Eve. April 9: Andrea Chenier. Thursday Eve. April 10: Carmen. Friday Eve. April 11: La Traviata. Publicity: Jean Dalrymple, MU. 5-3114.

Wednesday April 9 RINGLING BROTHERS CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST. Opening of the 1947 season for the Ringling Brothers-Barnum & Bailey Circus, with continental artists and attractions for the first time since the war, in addition to clowns, trapeze artists, performing animals, and all the traditional regalia. Costumes by Miles White. Publicity: Bill Fields, CI. 5-7930.

Thursday April 10 PREMIERE: "SMASH-UP--THE STORY OF A WOMAN" CAPITOL THEATRE, B'WAY & 51ST. Universal-International drama, starring Susan Hayward, as a beautiful and talented singer who becomes an alcoholic because she fears she is losing her husband's love, and Lee Bowman, Marsha Hunt and Eddie Albert. Based on an original story by Dorothy Parker; directed by Stuart Heisler and produced by Walter Wanger. Costumes: Travis Banton. Publicity: Al Horwits, CI. 7-7100.

Tuesday April 15 RECITAL BY LEO SIROTA CARNEGIE HALL, 7TH AVE. & 57TH STREET 8:30 P.M. Leo Sirota, pianist, will make his American debut. Tickets: \$1.20-\$3.60. Publicity: Billie Gould Inc., LA. 4-8773.

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